

EC'd Yes    Last Received: 08/14/2012 11:14 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AM.FOR PROSPERITY  
Product AMER. FOR PROSPERITY  
Estimate# 304  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //304  
Flight Dates 08/22/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: AMERICANS FOR PROSPERITY SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$26,000  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	7A-9A		:30	\$1,800.00	08/22-08/24	3	1	3	\$5,400.00	
				Buyline Comment: TODAY SHOW								
	2	W-F	11A-12P		:30	\$150.00	08/22-08/24	3	1	3	\$450.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	W-F	12P-1P		:30	\$250.00	08/22-08/24	3	1	3	\$750.00	
				Buyline Comment: NOON NEWS								
	4	W-F	6P-630P		:30	\$1,800.00	08/22-08/24	2	1	2	\$3,600.00	
				Buyline Comment: 6PM NEWS								
	5	W-F	11P-1135P		:30	\$1,800.00	08/22-08/24	2	1	2	\$3,600.00	
				Buyline Comment: LATE NEWS								
	6	W-F	1135P-1235A		:30	\$400.00	08/22-08/24	3	1	3	\$1,200.00	
				Buyline Comment: TONIGHT SHOW								
	7	SA	7A-8A		:30	\$800.00	08/25-08/25	1	1	1	\$800.00	
				Buyline Comment: SATURDAY AM NEWS								



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--REPORT TOTALS--  
Report Totals: 29 / \$26,000.00

--SALES MONTHLY TOTALS--  
  
Aug 12: 23 / \$19,800.00    Sep 12: 6 / \$6,200.00  
Sales Totals: 29 / \$26,000.00  
Station Totals: 29 / \$26,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$74,286	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA50+

-- CREDIT RISK --  
CASH IN ADVANCE